Communications Officer Position Description Maldon & District Financial Services Ltd (MDFSL)

Allocation of tasks between Communications Officer (CO) & Executive Officer (EO) 25 hrs per month role

Title	Communications Officer (CO)
Reports to	Chair of Communications Portfolio
	(If Chair unavailable, report to Executive Officer)
Liaises with	Executive Officer (EO)
Major Purpose	To increase business for the company by maintaining strong company presence in the community via social media and communications, increasing brand awareness, building the company marketing lists and marketing to the lists.
	To position the Maldon & District Community Bank Branch (MDCB) as the local financial experts and 'go to' people for user-friendly and understandable financial information.
	This is to be achieved by implementing and monitoring the MDCB Communications Strategy in conjunction with the Executive Officer and within the brand strategy developed by Bendigo Bank.

Key Tasks		Responsibility for task
	Strategic marketing planning & implementation	CO EO
Key Result Area	 Attend Communications Portfolio meetings (1 – 2 month) In conjunction with the Branch Manager, Executive Officer and Communications Portfolio, develop and coordinate the annual marketing calendar (reviewed quarterly) of marketing campaigns and events in line with business goals set by Communications Portfolio. Calendar should include, e.g., AGM, grants night, information days targeting specific customer groups such as farmers, tradies, new homeowners, financial literacy workshops etc. Assist in organising events, including sourcing presenters, advertising and logistics 	co
	 Ensure such events/campaigns are used to best effect for referrals, community engagement, media opportunities and brand awareness Seek corporate partners/sponsors 	
	 3. Be aware of and use marketing resources supplied by Bendigo Bank Monitor and participate in Yammer 'Branch Marketing' Helix Personas Marketing Central (Bendigo Bank platform) 	CO / EO
	Build relationships with Communications Officers at other Community Bank branches	СО
	 Coordinate the collection of market, competitor and customer data Maximise emergent marketing opportunities Work collaboratively with community organisations as appropriate to achieve marketing goals 	EO CO CO / EO
	 Monitor and interpret analytics data (e.g. Google Analytics, Facebook, Instagram data) to improve comms strategy Email marketing to CRM list as required 	co
Key Performance Indicator	 Attendance at marketing and community events Events and content calendar kept up to date Communications strategy monitored for effectiveness and adjusted to improve results Quarterly reports to Communications Portfolio including analytics 	

Key Task	Social media	CO EO
Key Result Area	 Monitor and manage company Facebook and Instagram accounts, including: Ensure regular posts and stories including video (minimum 3-5 weekly, can be scheduled); monitor number of posts by staff and EO and supplement as required Monitor and reply to posts, comments and interactions in a timely fashion Invite people who comment on posts to 'like' page Refer people from social media to branch/website as required Monitor other social media accounts that we follow (e.g. community partners, funding recipients, community groups, prospective customers) and pursue opportunities for leverage, e.g. sharing and commenting on posts, posting to their pages With Branch Manager & Executive Officer, liaise with community partners / funding recipients to encourage them to increase our social media 	СО
	 exposure, including: Repost MDCB posts Post about what MDCB is doing to their page (supply content if necessary) Oversee social media & ensure it complies with company and Bendigo Bank protocols Assess and make recommendations to board on strategic value of other social media platforms such as Messenger 	co co
Key Performance Indicators	 Facebook activity Number of likes increases Engagement with Page Instagram activity Number of fans increases Engagement with account Connection with funding recipients (i.e. community groups) Report on number of groups worked with Demonstration of activity 	
Key Task	Company newsletter	CO EO
Key Result Area	 Publish monthly company newsletter using CRM software e.g. Mailchimp, including sourcing content and photos, writing or delegating content as required Strategically use newsletter content to build brand awareness, publicise events and campaigns and increase referrals to branch staff Ensure newsletter provides high value financial literacy content, as well as company news or promotions Continuously build CRM list via website, Facebook, events, in-branch and other methods 	co co
Key Performance Indicators	 Number of newsletters sent out in timely fashion Open rate Links clicked Number of people on CRM list increasing 	
Key Task	Website	EO CO
Key Result Area	Work with website consultants to: Install widget for automatic uploading of newsletter content to website Improve SEO of website to improve organic traffic Review website regularly and keep content up to date	co
Key Performance Indicators	 Website kept fresh with new content Analytics show improved user interaction with website 	

Key Task	Obtain Free Publicity	EO CO
Key Result Area	Organise and maintain monthly Board Chairman's column in community papers across catchment area, liaise with Board Chairman to meet deadlines, 'ghost write' as necessary	EO
	Maintain roster of Chairman, staff and board members for MainFM radio spot	СО
	Organise speaking, photo opportunities with local media organisations across catchment area	СО
	Monitor and develop opportunities to leverage sponsorship partnerships with community organisations including speaking opportunities for Branch Manager and board members	EO
Key	Maintenance of monthly bank column in all local papers	
Performance Indicators	Maintenance of regular radio spots	
	Regular media appearances	
	Regular speaking engagements for Branch Manager & board members	

Person nominated in bold = lead activity No bold = support role for activity